

PERANCANGAN DESAIN LOGO DAN CORPORATE INDETITY HUSNUZON MOSLEM CREATIVE CENTER DI KOTA SOLO

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ABSTRAK

Husnuzon moslem creative centre adalah perusahaan jasa konsultan branding yang mempunya bebrapa anak usaha yang terletak di kota Solo. Adapun permasalahannya adalah sebagai perusahaan Husnuzon moslem creative centre belum mempunyai logo dan corporate identity. Jadi perlu adanya perancangan desain logo dan corporate identity bagi Husnuzon moslem creative centre. Perlunya mempunyai logo dan corporate identity Husnuzon moslem creative centre agar mamapu bersaing dan lebih dikenal masyarakat, apalagi Husnuzon moslem creative centre mempunyai pembeda dari perusahaan jasa konsultan branding di kota Solo lainnya yaitu Husnuzon moslem creative centre menerapkan konsep Islam dalam setiap pengerjaannya. Dalam perancangan logo dan corporate identity menggunakan metode kualitatif dengan melakukan wawancara dan brainstorming sehingga dapat menyampaikan visi dan misi Husnuzon moslem creative centre yang mempunyai konsep yang lain dari perusahaan yang bergerak dibidang yang sama di kota solo. Dengan mempunyai logo menguatkan image sebagai perusahaan yang menerapkan konsep islami, simple dan elegant. Pada tahap ini diciptakan sebuah nilai tambah atas suatu perusahaan. perancangan logo, corporate idntity serta penerapan media komunikasi visual diharapkan dapat berjalan efektif serta mampu mengenalkan Husnuzon moslem creative centre kepada masyarakat secara lebih luas khususnya di kota Solo.

Kata Kunci : corporate identity, Husnuzon moslem creative centre, islami, kualitatif, logo, perancangan, Solo

LOGO DESIGN AND CORPORATE IDENTITY OF HUSNUZON MOSLEM CREATIVE CENTER IN SOLO

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ABSTRACT

The Husnuzon Moslem creative center is a branding consultancy service company that has several subsidiaries located in Solo city. The problem is as company Husnuzon Moslem creative center has no logo and corporate identity. So there is a need for logo design and corporate identity for a Husnuzon Moslem creative center. The need to have the logo and corporate identity Husnuzon Moslem creative center in order to compete and more know by people, especially Husnuzon Moslem creative center have differentiator from other branding consultant company in Solo, that is Husnuzon Moslem creative center applying Islamic concept in every working. In designing the logo and corporate identity using qualitative methods by conducting interviews and brainstorming so as to convey the vision and mission Husnuzon center of Muslim creativity that has another concept of companies engaged in the same field in the solo city. With a logo to strengthen the images as a company that applies the concept of Islamic, simple and elegant, corporate identity and the application of visual communication media is expected to effectively and able to introduce Husnuzon Moslem creative center to the people especially in the Solo city.

Keyword : corporate identity, designing, Husnuzon Moslem creative center, Islamic, logo, qualitative, Solo